



Teamwork for Effective Arizona Marketing FY 2009 AOT Initiative Direct Incentive Funding Form

To apply for direct incentive funds complete this form and submit with the completed application. For additional information regarding AOT Initiative Direct Incentive Funds please refer to Section 3 of the FY2009 TEAM Guidelines.

Check the AOT Initiative that your organization is requesting direct incentive funds for, (only one project will be considered):

☐ **Branding**

Project Element

Print Placement/Production

☐ **Arizona Origins**

Project Element

Product Development

☐ **Go Green**

Project Element (Check One)

- ☐ Research/Strategic Planning
- ☐ Product Development
- ☐ Printed Materials

Project Name: _____

Project Cost: \$ _____

Provide a detailed description of the project:

Describe how this project qualifies as an AOT initiative?

Include all necessary support documentation for consideration including a copy of creative if applying for the Branding initiative.